

What is claimed is:

1. An apparatus for producing a cigarette, the apparatus comprising:
  - (i) means for supplying a formed cigarette rod;
  - (ii) means for rotating that cigarette rod about its longitudinal axis in a controlled manner;
  - (ii) means for applying a predetermined pattern of the additive material to at least one predetermined region of the cigarette rod as the cigarette rod is rotated.
2. The apparatus of Claim 1, wherein the means for applying a predetermined pattern of the additive material comprises at least one application means.
3. The apparatus of Claim 1, wherein the means for rotating the cigarette rod about its longitudinal axis in a controlled manner comprises a transfer drum and a cooperating laser cam.
4. An apparatus for producing a filtered cigarette, the apparatus comprising:
  - (i) means for supplying a two-up filtered cigarette rod having two smokable rods and filter element of double length therebetween;
  - (ii) means for rotating that two-up filtered cigarette rod about its longitudinal axis in a controlled manner;
  - (ii) means for applying a predetermined pattern of the additive material to at least one predetermined region of each smokable rod as the cigarette rod is rotated.
5. The apparatus of Claim 4, wherein the means for applying a predetermined pattern of the additive material comprises at least one application means.

6. The apparatus of Claim 4, wherein the means for rotating the two-up filtered cigarette rod about its longitudinal axis in a controlled manner comprises a transfer drum and a cooperating laser cam.

7. A method for producing a cigarette having additive material applied thereto, the method comprising:

- (i) supplying a formed cigarette rod;
- (ii) rotating that cigarette rod in a controlled manner about its longitudinal axis;
- (iii) applying a predetermined pattern of the additive material to at least one predetermined region of the smokable rod as that cigarette rod is rotated.

8. The method of Claim 7, wherein the predetermined pattern of the additive material is applied using at least one application means.

9. The method of Claim 7, whereby the cigarette rod is rotated about its longitudinal axis in a controlled manner using a transfer drum and a cooperating laser cam.

10. A method for producing a filtered cigarette having additive material applied thereto, the method comprising:

- (i) supplying a two-up filtered cigarette rod having two smokable rods and a filter element of double length therebetween;
- (ii) rotating that two-up filtered cigarette rod in a controlled manner about its longitudinal axis;
- (iii) applying a predetermined pattern of the additive material to at least one predetermined region of each smokable rod as the two-up filtered cigarette rod is rotated.

11. The method of Claim 10, wherein the predetermined pattern of the additive material is applied using at least one application means.

12. The method of Claim 10, wherein the two-up filtered cigarette rod is rotated about its longitudinal axis in a controlled manner using a transfer drum and a cooperating laser cam.

13. The method of Claim 10, wherein the predetermined pattern is a band circumscribing the cigarette rod.

14. The method of Claim 12, wherein the at least one predetermined region is at a portion of the smokable rod positioned over a circumferential groove in the transfer drum.

15. The method of Claim 10, further comprising laser perforating the filter element concurrently with applying the predetermined pattern.